

Marketing Operations

Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mdsg.</i>
E.1.a.	Chapters 11, 17, & 26	Chapters 29 & 30	Chapters 29 & 30	Chapter 16	Chapters 21 & 22	Chapter 26
E.1.b.	Chapters 5 & 11	Chapters 29 & 30	Chapters 29 & 30	Chapter 16	Chapters 21 & 22	Chapters 26
E.1.c.	Chapter 5	Chapter 31	Chapter 31	Chapter 16	Chapter 22	Chapters 21 & 25
E.1.d.	Chapter 5	Chapters 18 & 28	Chapters 18 & 31		Chapter 22	Chapter 24
E.1.e.		Chapters 18 & 25	Chapters 29 & 30			Chapter 44
E.2.a.	Chapter 5	Chapters 18 & 28	Chapters 18 & 36			Chapters 38 & 48
E.2.b.	Chapter 5	Chapters 18 & 28	Chapters 18 & 36	Chapter 16		Chapters 38, 41, 42, & 48
E.2.c.		Chapters 18 & 28	Chapters 18 & 28			Chapter 24
E.3.a.	Chapter 5	Chapter 18	Chapter 18			Chapter 48
E.3.b.	Chapter 5	Chapter 18	Chapter 18			Chapter 38
E.3.c.	Chapters 19 & 24		Chapter 18			
E.4.a.	Chapter 5	Chapter 8	Chapter 8			
E.4.b.	Chapter 5	Chapter 8	Chapter 8			
E.4.c.	Chapter 5	Chapter 8	Chapter 8			
E.5.a.	Chapter 17	Chapter 18	Chapter 18			Chapter 41
E.5.b.	Chapter 5	Chapter 28	Chapters 26 & 28	Chapter 14		Chapters 7 & 47
E.5.c.	Chapter 5	Chapter 28	Chapters 27 & 28	Chapter 14		Chapters 7, 43, & 47
E.5.d.	Chapter 11	Chapters 24 & 25	Chapters 24 & 25	Chapter 15	Chapters 27	Chapters 9 & 24
E.5.e.	Chapter 5	Chapters 25 & 28	Chapters 26 & 28		Chapter 22	Chapters 24, 43, & 47
E.6.a.	Chapters 5 & 24	Chapter 26	Chapters 26, 27, & 28		Chapter 39	Chapter 21
E.6.b.	Chapter 22	Chapter 26	Chapters 26, 27, & 28	Chapters 14 & 15		Chapters 21, 43, & 50

E.6.c.	Chapter 22	Chapter 26	Chapters 26 & 28	Chapter 14		Chapter 21
E.6.d.	Chapter 5	Chapter 29	Chapter 29	Chapter 16	Chapter 21	
E.6.e.	Chapters 5 & 22	Chapter 26	Chapters 26, 27, & 28			Chapter 21
E.6.f.	Chapter 22	Chapter 25	Chapter 27	Chapter 14		Chapters 7, 43, & 47
E.7.a.	Chapters 19, 20, & 24	Chapter 41	Chapter 40	Chapter 21	Chapter 40	Chapters 7 & 49
E.7.b.	Chapters 19, 20, & 24	Chapter 41	Chapter 40	Chapter 21	Chapter 40	Chapter 7 & 49
E.7.c.	Chapters 20 & 24	Chapters 38 & 41	Chapters 39 & 40	Chapter 21	Chapters 19, 39, & 40	Chapters 42 & 46
E.7.d.	Chapter 25	Chapter 26	Chapter 10		Chapter 15	Chapter 50
E.8.a	Chapter 22	Chapter 26	Chapter 27	Chapter 14		Chapters 7, 45, 47, & 50
E.8.b.	Chapters 16 & 22	Chapter 27	Chapter 38	Chapter 20		Chapters 39, 40, & 45
E.8.c.	Chapter 22	Chapter 26	Chapter 27	Chapter 14		Chapters 7, 45, & 47
E.8.d.	Chapter 22	Chapter 26	Chapter 27	Chapter 14		Chapters 7, 45, & 47
E.8.e.	Chapter 16	Chapters 18 & 27	Chapters 18 & 38	Chapter 20	Chapters 21 & 41	Chapters 40, 45, & 50